

PNG Hunters Away Games Brand Exposure Opportunities

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The Opportunity

The PNG Hunters' participation in the Hostplus Cup provides a unique opportunity for PNG-based companies to gain high-impact brand exposure across both Papua New Guinea and Australia.

All Hunters matches are broadcast nationally in PNG via TVWAN Sports2, while also receiving broadcast and streaming coverage across Australia, significantly extending audience reach.

This creates a powerful platform for brands to achieve visibility not only in-stadium, but also across a broad television and digital audience in both markets.

Why This Works

- National TV exposure in PNG (TVWAN Sports2 broadcast)
- In-stadium visibility across Australian venues
- Strong connection with PNG audiences through rugby league
- Reach both PNG & Australian markets
- Repeated exposure across multiple platforms

This creates a powerful platform for brands looking to increase awareness, credibility, and engagement.

Available Opportunities

Depending on the venue and match, opportunities may include:

- Stadium signage & branding**
- Big screen and in-game advertising**
- On Field Logo**
- Match-day sponsorships (e.g. Man of the Match)**
- Corporate boxes & client hosting**
- Fan engagement activations**

How Media Partners Supports You

Media Partners works directly with Australian venues to:

- Source and secure available opportunities**
- Tailor packages to suit your budget and objectives**
- Manage coordination and delivery**
- Produce artwork, signage, and digital content where required**
- Ensure your brand receives maximum exposure**

PNG HUNTERS V BRISBANE TIGERS

ROUND 5 @ TOTALLY WORKWEAR STADIUM, BRISBANE

With average attendances of over 1,100 fans per game, alongside engaged members and a growing digital audience, Tigers match days provide a powerful platform to showcase your business both onsite, online, and across broadcast channels.

Package 1 – Game Day Naming Rights (\$7260)

Marketing content promoting the home game of choice at Totally Work Wear Stadium includes

- Game announcements across all website & social media
- Ticket sale announcements Informational flyers
- Ground signage opportunity*
 - 1x 6100 x 1000 Eastern Field – Grandstand Facing
 - 1x 3050 x 1000 Northern & Southern Field Facing
 - Logo printed on field for the match.
- 1x Corporate lounge box for 10 guests including a 3 hour beverage package and platters Six (6)
- 15 second TVC's played on the big screen throughout the match day (MINIMUM)
- PA announcements on match day including the games prior to or after.
- Marquee promotion – activate a product or service sampling or run a promotion or giveaway.
- Activate promotional content in corporate lounge, at entry gates and bars (eg. Tear drop banners, pull up banners, corflute signage - promotional items at your expense and subject to Stadium management approval)
- 10 x General Admission passes to be used at your discretion

Package 2 – Game Day Grand Presence (\$1980)

Branding & Exposure

- Logo placement on match day collateral (team lists, programs, digital screen at EASTS LEAGUE CLUB) leading into game day
- PA announcements throughout the event
- Big screen activation – Six (6) x 15 second TVC's played on the big screen throughout the match day (MINIMUM)
- Corflute field signage available on the eastern, northern & southern of field
- Digital & Media Recognition on across Brisbane Tigers & Totally Workwear Stadium social media platforms
- Inclusion in pre-game promotional posts Post-match acknowledgement
- 10 x General Admission passes to be used at your discretion

For More Information or to Secure

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PNG HUNTERS V TWEED SEAGULLS

ROUND 12 @ PRESTON SPORTS COMPLEX – TWEED HEADS

Preston Building Sports Complex, commonly known as Piggabeen Sports Complex, is a premier rectangular rugby league venue located in Tweed Heads West, New South Wales.

Set within a large multi-field precinct, the complex features professionally maintained natural grass playing surfaces, modern drainage and irrigation systems, and upgraded LED lighting that supports both training and match play under day and night conditions.

The venue regularly hosts strong local attendances for Host Plus Cup fixtures, with key matchups and high-profile games contributing to a vibrant and engaged game-day atmosphere.

GAME DAY OPPORTUNITY

Assets & Inclusions

- 2x Seagulls Polos
- Digital Brand Integration across Seagulls platforms
- Co-Branded Storytelling opportunities
- Merchandise Discounts for staff or clients
- VIP Matchday Access for key fixtures

Game Day Event Access

- 20x exclusive VIP Corporate Area tickets on GameDay, providing excellent hospitality and networking opportunities
- GameDay activation opportunities, enabling direct brand engagement with fans, members and partners
- Prominent branding and signage exposure throughout the venue on GameDay, maximising visibility to spectators and broadcast audiences

Networking & Engagement

- Golf Day Activation Opportunity: 50% discount on hole sponsorship (includes team entry, signage, digital promotion, and optional giveaways)

Exclusive Networking Forums

- 2x invitations to Exclusive B2B events hosted by Tweed Seagulls

Additional Value

- Feature in weekly Sponsor EDM leading into Game Day
- Priority access to sponsorship upgrades
- 2x tickets – Leaders in League Lunch
- 2x tickets – Lions Long Lunch
- Announcements throughout Game Day

\$5000



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PNG HUNTERS V Wynnum Manly Seagulls

ROUND 16 @ BMD Kougari Oval, BRISBANE

Kougari Oval (BMD Kougari Oval) is a boutique rugby league venue located in Brisbane's bayside suburb of Manly West and home to the Wynnum Manly Seagulls.

The ground offers a strong mix of covered grandstand seating, corporate viewing through the Wynnum Manly Leagues Club, and a large grass hill, creating a well-balanced crowd distribution and consistent sightlines across the field.

With a capacity of approximately 5,000, Kougari Oval delivers an intimate game day atmosphere, ensuring strong engagement between fans, sponsors, and on-field activity – particularly during marquee matchups such as PNG Hunters fixtures.

Key Attendance Details & Engagement

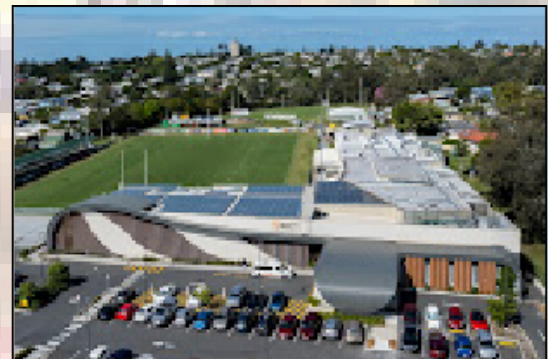
Typical Host Plus Cup Crowds: ~2,000–3,500

High-Profile Matches (e.g. PNG Hunters): 4,000+

Capacity: ~5,000

Strong local community attendance with high repeat engagement

High visibility across all areas due to compact venue layout



Game Day Opportunities

Perimeter signage – \$1,122 per spot (0.8x3m)

*Production not included.

(Sign will then stay in place for the whole season as soon as it is organised)

Big screen and in-game advertising – P.O.A

Fan engagement activities – P.O.A

Corporate hospitality – \$132 per person

Premium viewing experience (Wynnum Manly Leagues Club) with 3hr food and beverage package for your private group. Skyview lounge can accommodate up to 40 people. Chairman's balcony can accommodate up to 15 people.

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PNG HUNTERS V TOWNSVILLE MENDI BLACKHAWKS

ROUND 18 @ JACK MANSKI OVAL, TOWNSVILLE

Jack Manski Oval is a premier rectangular rugby league stadium located in Kirwan, Townsville, within the Brothers Leagues Club complex. With an average capacity of around 4,000 spectators, the venue regularly hosts strong local crowds, with high-profile fixtures—such as matches against the PNG Hunters drawing big crowds.

The stadium features a small grandstand, undercover viewing areas, and open hill seating, creating an intimate and vibrant game-day atmosphere.

Upgraded in 2017 with the installation of floodlights, Jack Manski Oval is well-equipped to host both day and night matches, reinforcing its role as a key rugby league venue in North Queensland.

SOUTHERN DECK PACKAGE

INCLUSIONS

- General admission for 10 people
 - A private covered seating area in a marquee/covered southern deck
 - In-seat dining options available
 - Initial allocation of beverages of choice in private cooler
 - In-seat beverage service following exhaustion of initial allocation
 - Minimum initial spend on food and beverage: **\$330**
- 10 Seat Marquee/Reserved Southern Deck Area: **\$330**

1.5x4m SIGNAGE – NORTHERN END



\$9,000

Includes Artwork, Production & Installation

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PNG HUNTERS V NORTHERN PRIDE

ROUND 23 @ BARLOW PARK, CAIRNS

Barlow Park is an open-format venue with a combination of grandstand seating and large general admission grass areas, allowing for strong crowd distribution and clear sightlines across the field.

Key Attendance Details at Barlow Park:

Average Crowds: ~2,300

Big Match Crowds: 4,000+ (often vs PNG Hunters)

Trial Match V PNG Hunters: 7000

Capacity: 15,000 total (1,700 covered grandstand seating, remaining is grass bank)



Game Day Opportunities

BRAND PROMOTION & ACTIVATION

- Ground Announcement at your hosted game
- Logo inclusion on the big screen at your hosted game
- Recognition as the Game Day Host in radio ads and social media campaigns
- Opportunity to activate the half time at your hosted game day
- Opportunity to offer the crowd exclusive branded give aways or discounts
- Unique opportunity to display your own flags, banners and other signage onsite

CORPORATE HOSPITALITY & EXPERIENCES

- 1x Ten-Seater Open Air Corporate Box, including 40 drinks (INC Spirits) and two food drops
- Your corporate guests have exclusive access to the post game 'man of the match' presentation in the Legends Bar
- 10 General Admission Tickets per season
- 2 Merch Packs (cap/hat)

\$9,000

INDIVIDUALLY COSTED OPPORTUNITIES

BIG SCREEN

\$264 – per single play of your advert (15-30 seconds)

\$600 – for multiple plays per game

\$2,640 – for multiple plays per all season home games

KISS CAM/DANCE CAM/PRIZE CAM

\$1,122 – per single branded activation

\$10,560 – for multiple activations over the season with 9 remaining home games

DIGITAL MARKETING

\$1122 – for production & distribution of an ad video.

Filming of a 15-30 second video by our content creator Video distributed on Northern Pride socials pages spanning a reach of 750,000

Guaranteed play on the big screen at one game

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